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FOR IMMEDIATE RELEASE

Participation Grows and 'CIO Finance Summit' 2008 Reveals Addition of Global Head of Data Center Services, HSBC, Roy Adorni

April 9, 2008- The 'CIO Finance Summit' welcomes Roy Adorni, HSBC, as an official VIP participant at this year's summit. As Global Head of Data Center Services for HSBC, Adorni oversees the entire infrastructure, integration and supporting services that power the world's third largest financial services firm.

HSBC is one of three financial services companies in the world with assets exceeding \$275 billion. Roy Adorni's position at the company is invaluable to the quickly-changing data center sphere.

HSBC is quickly pursuing major Green I.T. Initiatives and new build-outs in Suburban London to support its Globalization plan and Roy is a seasoned veteran who has been shaping HSBC's Data Center strategy for many years now and will be someone who provides great insight down at our event' said Glenn Willis, EVP, 'CIO Finance Summit', in an earlier statement today.

The 'CIO Finance Summit' has been designed to create countless opportunities for peer to peer networking throughout the duration of the event. Within the workshops, panel discussions, business meetings, golf outings, luncheons or dinners, there are plentiful opportunities for pen discussions that increase the collective sum of professional knowledge on certain issues. Coating the caliber of attendees the and strategic organization of the summit, is the venue in which it takes place, The Four Seasons Resort & Spa, Scottsdale, AZ. For more information visit www.ciofinancesummit.com.

CIO Finance Summit

The SBS Division of CDM Media has a very credible reputation of delivering strategically positioned, content driven events to C-level clientele from the Fortune 1000. With experience in over 20 different vertical markets and international experience on delivering intimate, effective business summits. CIO Finance Summit will be the gathering where executives develop great business ideas and lasting relationships with their peers and colleagues.



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